

Retail Window Dressing

Due to the current recession and challenging financial times we are facing, a lot of retail units are becoming vacant. According to a survey of Town Centre Managers we carried out late 2008, which highlighted the problem of vacant units causing eyesores in so many town centres, empty shop windows cause an increase in vandalism. We in response have devised several solutions that we feel are both cost effective and viable in terms of implementing even on a short term basis. The most popular methods of covering up retail units, is Window vinyl graphics in a self adhesive format. We also print and produce fabric banners, which can be installed on either the inside our outside of the relevant units.

We are currently implementing measures in Plymouth, Hammersmith, Watford, Swindon, Birmingham, Chester and Edinburgh to name a few and we can get a lot more examples out to you should you require.

We would be delighted to organise a convenient time for you to have one of our Team drop by and perhaps have a little walk around the area with yourself and to offer some more recommendations and suggestions. We would be able to take photos of the worst affected units and provide you with some digital mock ups along with some quotes to show you exactly what is possible and would be happy to arrange this on a complementary basis.

Empty units make a town look derelict and unwelcoming. Whilst you are trying to encourage visitors and shoppers in to town Centre's, these empty units reflect badly on a Town's image. City Dressing's affordable and yet highly effective solutions to this ever increasing problem go a long way to attract people back into town centre's. Use of generic shapes (flowers for the summer and snowflakes in the winter) that we can even attach to the outside, is a simple method of adding cheer and colour to brighten up any space.

Our more individual options can open up opportunities for Event Promotion, Branding and Specialist Advertising, to not only dramatically enhance the look of an area but also tap into viable streams of additional income. If you have any ideas of your own that you would like exploring to see if viable or for us to quote any other bespoke requirement, we would be happy to discuss these options with you also.

For further information on any of the above options or for one of our Team to stop by and provide you with a more accurate indication on costs, please do not hesitate to get in touch.